

## **Native American Fact Sheet**

### **“VERB.™ It’s What You Do.” Native Style.**

#### **PHYSICAL AND PROSOCIAL ACTIVITIES**

Children who are engaged in positive goal-directed activities are less likely to become involved in risky behaviors. Positive activity includes physical and prosocial (supervised group) activities. The VERB campaign places an emphasis on moderate to vigorous physical activity with clubs/groups, organizations, classes, teams, or family **but not** to the exclusion of individual physical activity or non-physical activities such as volunteering, performing arts, art, and student government.

Opportunities for tweens to participate in organized, community programs include local parks and recreation centers, schools, religious groups, and community-based organizations.

#### **NATIVE AMERICAN APPROACH**

Native American efforts will focus on educating caregivers and tweens (youths aged 9-13) about the health benefits of participation in positive activities. The Native American campaign messages will emphasize healthy lifestyle choices as they relate to Indian communities and emphasize that these healthy choices for youth promote the longevity and health of the collective Indian community.

#### **NATIVE AMERICAN STATS AND FACTS**

- Health is defined by many Native Americans in terms of diet and nutrition and avoiding harmful substances such as tobacco and alcohol. Research has found that physical activity is not necessarily associated with good health. (G&G Advertising focus groups, 2002)
- Research indicates that barriers to Native American participation in activities include busy parent work schedules and limited financial resources to pay for lessons and equipment. (G&G Advertising focus groups, 2002)

- Diabetes is a serious problem among Native Americans. Overall prevalence of Type 2 diabetes in Native Americans is 12.2 percent versus 5.2 percent in the general population. In some tribes, 50 percent of the population has diabetes. (2000 Diabetes Facts and Figures report by the American Diabetes Association) Sedentary lifestyles affect the likelihood of having diabetes.
- 28 percent of American Indians/Alaskan Natives are current smokers compared to 16 percent whites. (NHSDA 2000 Report) Many health-compromising behaviors of adolescents are strongly related to one another (co-variation). Consistent findings include co-variation between the use of tobacco, alcohol, and marijuana and the use of other drugs. (Archives of Pediatrics & Adolescents Medicine, 1998) Lack of activity may contribute to young people's vulnerability to engage in risky behaviors.
- Native Americans have higher rates of alcohol and other drug use than other racial-ethnic groups. (Profile of the State of Indian Children and Youth; Beauvais 1992; Oetting et al. 1988) Activity occupies time that could be filled by risky behaviors.